

ORDER



Orders
Order / Rev: 721979
Alt Order #:
Product Desc: 10/13-10/23
Estimate:
Flight Dates: 10/13/12 - 10/23/12
Original Date / Rev: 10/12/12 / 10/12/12
Order Type: Political

WKYC

Primary AE: Denel Kizler
Sales Office: WKYC
Sales Region: LOC

Agency Name: Strategic Media Placement/ POL
Buying Contact: Nicholas Everhart
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Mandel, J/ US Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	71	\$36,500.00	\$31,025.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	71	\$36,500.00	\$31,025.00	0.00
Totals	71	\$36,500.00	\$31,025.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	10/13/12	10/23/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$800.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
		Week: 10/22/12	10/28/12	-----		0				\$0.00		0.00			
N 2	WKYC	10/13/12	10/23/12	M-F 9-10a Today II Today Show II	CM	9a-10a	11111--	:30	5	\$400.00	P-3	0.00	NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0				\$400.00		0.00			
		Week: 10/15/12	10/21/12	11111--		5				\$400.00		0.00			
		Week: 10/22/12	10/28/12	11-----		2				\$400.00		0.00			
N 3	WKYC	10/15/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10a-11a	11111--	:30	5	\$150.00	P-3	0.00	NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--		5				\$150.00		0.00			
		Week: 10/22/12	10/28/12	11-----		2				\$150.00		0.00			
N 4	WKYC	10/15/12	10/23/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	22222--	:30	10	\$200.00	P-3	0.00	NM	14	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	22222--		10				\$200.00		0.00			
		Week: 10/22/12	10/28/12	22-----		4				\$200.00		0.00			
N 5	WKYC	10/15/12	10/23/12	Days of Our Lives Days of Our Lives	CM	1p-2p	11111--	:30	5	\$500.00	P-2	0.00	NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Flight Dates: 10/13/12 - 10/23/12

Advertiser: Mandel, J/ US Senate
 Product Desc: 10/13-10/23
 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WKYC	10/15/12	10/23/12	Days of Our Lives Days of Our Lives	CM	1p-2p	11111--	:30	5	\$500.00	P-2	0.00	NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--		5				\$500.00		0.00			
		Week: 10/22/12	10/28/12	11-----		2				\$500.00		0.00			
N 6	WKYC	10/15/12	10/23/12	M-F 2-3p Rachel Ray	CM	2-3p	11111--	:30	5	\$300.00	P-3	0.00	NM	7	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--		5				\$300.00		0.00			
		Week: 10/22/12	10/28/12	11-----		2				\$300.00		0.00			
N 7	WKYC	10/15/12	10/23/12	M-F 3-4p The Doctors	CM	3p-4p	11111--	:30	5	\$350.00	P-3	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--		5				\$350.00		0.00			
		Week: 10/22/12	10/28/12	11-----		2				\$350.00		0.00			
N 8	WKYC	10/15/12	10/23/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	11111--	:30	5	\$800.00	P-1	0.00	NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--		5				\$800.00		0.00			
		Week: 10/22/12	10/28/12	11-----		2				\$800.00		0.00			
N 9	WKYC	10/15/12	10/23/12	M-F 5-6p Dr. Phil	CM	5p-6p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--		5				\$1,000.00		0.00			
		Week: 10/22/12	10/28/12	11-----		2				\$1,000.00		0.00			
N 10	WKYC	10/15/12	10/23/12	M-F 730-8p Entertainment Tonight	CM	730-8p	11111--	:30	5	\$1,200.00	P-3	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--		5				\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	11-----		2				\$1,200.00		0.00			
													Totals	71	\$36,500.00